

The intimate affairs
of a *private* secretary

BEAUTY AND THE BOSS



MARIAN MARSH
DAVID MANNERS
WARREN WILLIAM
CHARLES BUTTERWORTH, LILIAN BOND, Directed by ROY DEL RUTH
A WARNER BROS. and VITAPHONE PRODUCTION 

Here's Popular Appeal With Every Selling Element Hits Must Have:—

- STORY!
- TALENT!
- NOVELTY!
- DIRECTION!
- SPEED!
- COMEDY!
- YOUTH!
- BEAUTY!
- CHARM!
- ALLURE!
- ROMANCE!
- DRAMA!

—and every element is a selling point for this picture!



THE STORY

Baron Von Ullrich, head of a great Vienna bank, is a business man by day and a philanderer at night.

Returning from an American business trip and anxious to tackle accumulated work he finds his beautiful but inefficient secretary has too much sex appeal and fires her—as a secretary.

Susie, practically destitute, steals into his office and sells him the idea of employing her. As his secretary she tries to win him through her faultless work, not realizing he sees her only as a machine.

The drab girl, however, manages to keep him detached from his girl friends—until one day the Baron recognizes the perfume scent of a frustrated visitor. Learning the girl is stopping at his hotel in Paris, he dispatches poor Susie

for flowers. Instead Susie brings her a box of carrots. The girl is furious, then scornful. After upbraiding her, she rubs it in by telling Susie of the methods she uses to attract men.

Later Susie dons evening clothes for the first time and is—a revelation. The Count and Paul both fall hard for her and invite her with them for a gay night. She accepts, but lets the Baron catch a glimpse of her first.

After a gay party, Susie leads Paul a merry chase through the park and finally escapes him. When the Baron hears she has disappeared he frantically phones all over the city. She finally turns up in his rooms.

The Baron realizes he is at last in love and, according to his custom, discharges her. Only this time his last dictation is a proposal of marriage.



Marian Marsh and Warren William in a gay love scene from "Beauty And The Boss," the Warner Bros. picture coming to the . . . Theatre next . . . Reunited for the first time since "Under Eighteen," Miss Marsh and William again co-star in their latest.

Cut No. 2 Cut 30c Mat 10c

PRODUCTION STAFF

Authors..... Paul Frank and Ladislaus Fodor
From Broadway Stage Play..... "The Church Mouse"
Adaptation..... Joseph Jackson
Director..... Roy Del Ruth
Assistant Director..... Chuck Hansen
Art Director..... Anton Grot
Cameraman..... Barney McGill
Film Editor..... Ralph Dawson

VITAL FACTS ABOUT THIS PICTURE

THE CAST

SUSIE SACHS, who had "It" but hid it..... MARIAN MARSH
BARON VON ULLRICH, strong for finance but weak for women..... WARREN WILLIAM
Ludwig, his weak-minded Man Friday..... Charles Butterworth
Paul, the Baron's brother..... David Manners
The Count..... Frederick Kerr
Polly..... Mary Doran
Girl at the Bar..... Lilian Bond
Ludwig's girl..... Polly Walters
Chappel..... Robert Greig
Girl in the bath tub..... Yola D'Avril
Girl with dog..... Barbara Leonard

BIOGRAPHICAL BRIEFS

MARIAN MARSH—Lovely young star, whose releases include "Svengali," "Five Star Final," "The Road to Singapore," "The Mad Genius," "Under Eighteen" and "Alias the Doctor." She was born in the island of Trinidad.

WARREN WILLIAM—Long known on Broadway. He has appeared on the screen in "Expensive Women," "Honor of the Family," "Under Eighteen" and "Woman from Monte Carlo." Born in Aitkin, Minn.

CHARLES BUTTERWORTH—Humorist and stage comedian seen on the screen in "Life of the Party," "Illicit," "The Bargain," "The Mad Genius," "Side Show" and "Manhattan Parade." Comes from South Bend, Ind.

DAVID MANNERS—Sterling romantic lead. Lately seen in "Lady With a Past," "The Miracle Woman," "Kismet," "Journey's End," "The Last Flight" and "The Millionaire." A Nova Scotian by birth.

FREDERICK KERR—Celebrated actor

of stage and screen. His most recent films have been "Frankenstein," "Waterloo Bridge" and "Honor of the Family." He is from England.

LILIAN BOND—Noted stage beauty, former "Vaps" feature. Seen on screen in "Eunice," "Save My Child," "Union Depot," "Dancing Partners," "Just a Gigo," "Stepping Out" and "High Pressure." Born in England.

MARY DORAN—This is her first important part. She made her screen bow in a small role in "Union Depot." Her next picture will be "Miss Pinkerton."

ROY DEL RUTH (Director)—Veteran of screen, noted for interesting innovations and pictures. Specialist in comedy and romance. Successes directed by Del Ruth include "Hold Everything," "The Maltese Falcon," the two Cagney hits, "Blonde Crazy" and "Taxi," and "Beauty And The Boss."



Beautiful Marian Marsh, first star of 1932, is in "Beauty And The Boss," the Warner Bros. picture now at the . . . Theatre. Miss Marsh portrays a secretarial Cinderella who becomes a beautiful siren, and wins her man.

Cut No. 4 Cut 30c Mat 10c

OFFICIAL BILLING

Warner Bros. Pictures, Inc.
and
The Vitaphone Corporation..... 5%
present
"BEAUTY AND THE BOSS"..... 100%
with
Marian Marsh, David Manners, Warren William..... 30%
Charles Butterworth..... 5%
Lilian Bond..... 5%
Directed by Roy Del Ruth..... 10%
A Warner Bros. and Vitaphone Production..... 40%

For A BALANCED PROGRAM

play these
VITAPHONE SHORTS

BROADWAY BREVITY
Complete miniature musicals with Broadway's best (2 reels)

and/or

A LOONEY TUNE
With Bosko, the screen's funniest musical cartoon character

and/or

NEWMAN TRAVEL TALK
Interesting explorations around the world with the camera (1 reel)

and/or

SPORTSLANT
Ted Husing's snappy illustrated explanations of all kinds of sports (1 reel)

Length and Running Time

6,034 Feet

66 Minutes

TABLE OF CONTENTS

	Page
Cast	2
Synopsis	2
Running Time	2
Biographical Briefs	2
Official Billing	2
Advance Stories	3
Newspaper Ads.....	4, 5, 6, 7
Current Campaign	8
Exploitation.....	9, 10, 11
Accessories	12

APOLLO

STARTS THURSDAY

at the *girls*

Take this and a score of other tips from a Cinderella who learned how to be a siren in her spare time. Men! . . . Study her technique so you'll be on your guard against dangerous "dates" who steal their stuff from . . .

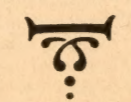
BEAUTY and the BOSS

WARNER BROS.' supreme comedy-romance with

**MARIAN MARSH
WARREN WILLIAM**

Charles Butterworth

David Manners
Lilian Bond
Yola D'Avril



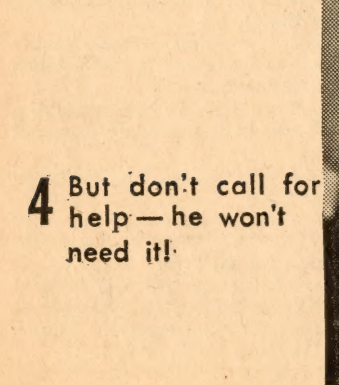
DO YOU KNOW HOW TO "GET YOUR MAN"?
Learn this LOVE LESSON



1 Lean against him accidentally.



2 Beg his pardon innocently.



3 Say—"Don't! Stop!" when he kisses you



Cut No. 16 Cut 80c Mat 20c

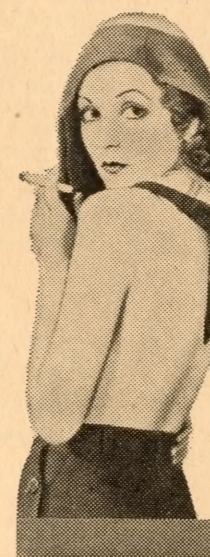
SHE HAD "IT" BUT SHE HID IT!



Her charms were buried treasure till a gold-digger dug them up for her. But when she started practising her love lessons this little Cinderella made a hundred snooty rivals writhe with envy! Maybe you can learn how to make the most of "IT" when you see her do her stuff in . . .

BEAUTY AND THE BOSS

WARNER BROS.' brilliant screen version of the famous Broadway hit, "A Church Mouse."



with lovely **MARIAN MARSH**
WARREN WILLIAM

David Manners
Charles Butterworth

Begins . . .
Tomorrow

CAPITOL One Week Only

Cut No. 12 Cut 60c Mat 15c

AIMED DIRECTLY AT THE BOX OFFICE

REXY

Begins Thurs.

GALA PREVIEW

SAT. MIDNITE

ARE YOU A BEAUTY-IN DISGUISE?



Learn how to make the most of "IT" from

BEAUTY and the BOSS

WARNER BROS.' brilliant screen version of the famous Broadway hit, "A Church Mouse" . . . with this star-studded cast

**M A R I A N
M A R S H**

**W A R R E N
W I L L I A M**

David Manners
Charles Butterworth
Yola D'Avril

She was charmless and harmless—till she learned about love from an expert. But she learned so fast she lost control of IT . . . and before she could "get her man" she got a dozen wrong ones! It's the smartest romance of the season!

Cut No. 19 Cut 60c Mat 15c

SHE WORKED FOR HIM—
BUT SHE COULDN'T "WORK" HIM..

. . . till she learned that clothes make the woman . . . before woman can "Make" the man. And then . . . see how she steals him from under the very eyes and arms and lips of a dozen vamping experts, in . . .



BEAUTY AND THE BOSS

A WARNER BROS. PRODUCTION with

**M A R I A N M A R S H
W A R R E N W I L L I A M**

David Manners and
Charles Butterworth

S T A T E

Cut No. 9 Cut 40c Mat 10c

**SHE TOOK HIS
LOVE LETTERS**

But not his

L O V E !

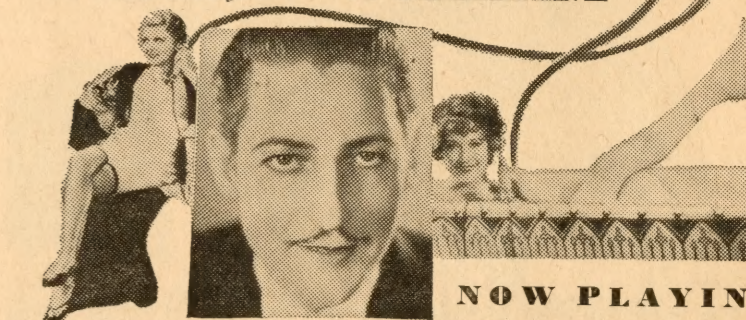
She ate her heart out while a dozen sirens devoured his kisses. But when she got wise she made Cleopatra look like a kindergarten cutie. Learn the secret of her sexcess in . . .



BEAUTY AND THE BOSS

with

**M A R I A N M A R S H
W A R R E N W I L L I A M**



NOW PLAYING

in the year's most delightful romance from
WARNER BROS.

S T A T E

Cut No. 15 Cut 40c Mat 10c

STEP OUT FOR REAL MONEY!

SHE KEPT HER MIND ON HER WORK AND LOST HER HEART TO HER BOSS!



... but when he lost his head over a dozen dizzy sirens, she did a lot of night work and finally made good at being "Bad"! Learn a love secret from a girl who couldn't keep it ... in

Beauty and the BOSS

with Radiant, Alluring
MARIAN MARSH
WARREN WILLIAM

Charles Butterworth
David Manners



Another Great WARNER BROS. Hit

REGENT

Cut No. 8 Cut 40c Mat 10c

STATE
SHE HADN'T ANY CLASS 'TIL SHE WENT TO THEIR CHARM SCHOOL—



Beauty and the BOSS

with **MARIAN MARSH**
WARREN WILLIAM



Supported by a great cast including
Chas. Butterworth, David Manners, Yola D'Avril, Frederick Kerr
DON'T MISS THIS WARNER BROS. HIT!

Cut No. 14 Cut 40c Mat 10c

TAKE A LESSON IN LOVE



Cut No. 20 Cut 40c Mat 10c

HE COULDN'T STAND IT DURING OFFICE HOURS!

He thought he was 100% kiss-proof ... till he got caught in a love merger with a Cinderella who thought Mascara was an opera! See how, in the year's smartest romance ...



Beauty and the BOSS



Knees were a nuisance . . . bare shoulders a shame . . . and he put a ban on low-necking . . . they took his mind off mergers!

With a great WARNER BROS. star cast including
MARIAN MARSH
WARREN WILLIAM
David Manners and Charles Butterworth

Now Playing **STATE** "HAPPINESS WEEK"

Cut No. 13 Cut 40c Mat 10c

STRAND

Tells what to do when business interferes with pleasure.



Cut No. 22 Cut 20c Mat 5c

"HAPPINESS WEEK"
STATE NOW PLAYING



Beauty and the BOSS

MARIAN MARSH
WARREN WILLIAM
Charles Butterworth
David Manners
Yola D'Avril
Frederick Kerr

Cut No. 10 Cut 20c Mat 5c

Delete SHE HAD "IT" BUT HID IT

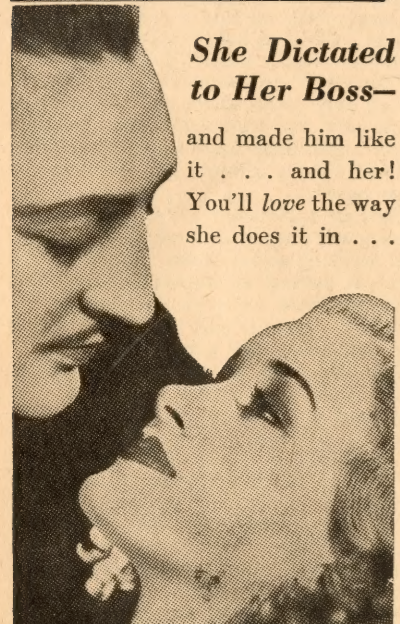
more up as well as possible

until

... till she learned a Love Lesson every girl should know!

LET THESE ADS! WORK FOR YOU!

LAST SHOWING
TOMORROW 8 P.M.
STATE

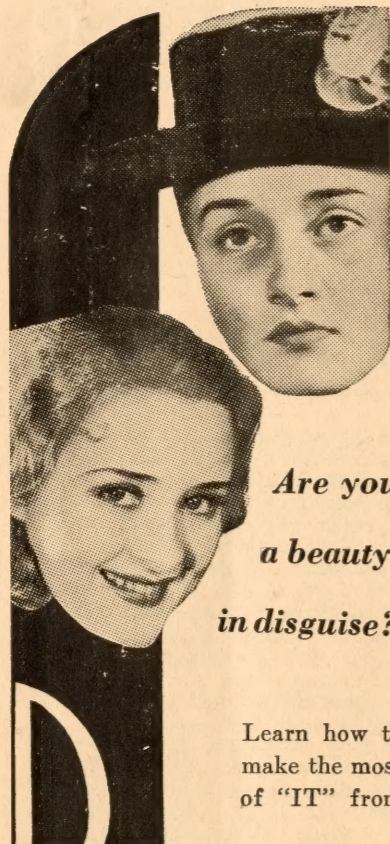


*She Dictated
to Her Boss—
and made him like
it . . . and her!
You'll love the way
she does it in . . .*

**BEAUTY
AND THE
BOSS**
A Warner
Bros. Hit
with Lovely
**MARIAN
MARSH
WARREN
WILLIAM**

Charles Butterworth, David
Manners, Frederick Kerr

Cut No. 7 Cut 20c Mat 5c



*Are you
a beauty
in disguise?*

Learn how to
make the most
of "IT" from

**Beauty
and the
Boss**
A WARNER BROS.
Hit with

**MARIAN MARSH
WARREN WILLIAM**
David Manners and
Charles Butterworth

NOW PLAYING
STATE
HAPPINESS WEEK

Cut No. 6 Cut 20c Mat 5c

DON'T MISS IT!
NOW PLAYING

STATE

*SHE TOOK HIS
DICTATION . . .*

*. . . but
he
couldn't
take "it!"
Take a
love
lesson
from*

**BEAUTY
and the
Boss**

A WARNER BROS. Picture with
**MARIAN MARSH
WARREN WILLIAM**

Chas. Butterworth, David
Manners, Frederick Kerr

Cut No. 11 Cut 20c Mat 5c

These two-column
Ads Were Used
By The New York
Strand.

**OOOOH! THAT KISS—
—and she had been saving "IT!"**

Tells what to do
when business
interferes with pleasure!

**BEAUTY
AND
THE BOSS**

A Warner Picture from "A CHURCH MOUSE"
with Marian Marsh, Warren William, Charles
Butterworth & Frederick Kerr now comes to the

STRAND
Broadway & 47th Street
AT POPULAR PRICES

(SHORTS)

Cut No. 24 Cut 40c Mat 10c

The Intimate Affairs
of a Private Secretary **REXY**

**Beauty
and the
Boss**

**MARIAN MARSH
WARREN WILLIAM**
Charles Butterworth

Cut No. 21 Cut 40c Mat 10c

Delete
TOMORROW NIGHT 8 p. m.

**OOOOH-THAT KISS
and she had been saving IT!**

3 or 4 weeks ago you
might have paid as
high as \$4.00 to see
it on the stage—now

**BEAUTY
AND THE
Boss**
from "A CHURCH MOUSE"
with Marian Marsh and
Warren William comes to the

STRAND
Broadway & 47th Street
AT POPULAR PRICES

Cut No. 23 Cut 40c Mat 10c

Selling It To The Public!

SALES ANGLES

Here's a comedy-romance that's got plenty of zip, situations that intrigue, lines that sparkle and a box office cast that's smooth as silk, to say nothing of a title loaded down with feminine appeal.

It's a woman's picture, from start to finish. But that doesn't mean everyone won't like it. Keep in mind, however, that your chief appeal should be directed toward the girls.

Play up Marsh. Her name is meaning more every day. But don't discount the importance of Manners or William.* And Butterworth means something in key cities.

Bear down on its naughtiness if your patronage is sophisticated. But forget about its Continental settings and *above all* don't stress the business angle.

Go after this one hard with tie-ups and contests. Give it all the exploitation you can. You'll keep that old till clinking overtime!

*Because of his brilliant work in this picture Warren William has been chosen for the title role of "The Mouthpiece."

Complimentary Perfume Vials

Undoubtedly your local drug store can make arrangements with a perfume manufacturer whereby free samples of their perfume can be distributed at your theatre at no cost to you.

This stunt was pulled recently by a live-wire exhibitor and was of great benefit to both the drug store and the theatre. Manufacturer gave free perfume samples to drug store. They were mounted on a card, the front of which advertised the perfume and the back, the name of the picture and theatre.

Contact your local drug store and try to arrange a similar tie-up in your territory.

Newspaper Contest

One of the most timely contests you can submit to your local editor is one that keys in with present day economic and business conditions.

We suggest that you urge your editor to use the following contest in connection with the showing of "Beauty And The Boss" at your theatre:

IS WOMAN'S PLACE IN THE HOME OR IN THE BUSINESS WORLD?

The replies will undoubtedly refer to the unemployment situation and other facts of economic importance. This contest, if properly conducted, should result in a tremendous amount of word-of-mouth advertising for your theatre and current attraction.

Newspaper Serialization

The May issue of "Screen Romances" presents the fictionalized story of "Beauty And The Boss." By arrangement with this magazine we have made the serialization of this story available to your local newspaper, provided the paper WILL GIVE CREDIT TO "SCREEN ROMANCES."

Here's your procedure: Simply secure a copy of the magazine and sell the idea of serializing it to your local editor, suggesting that stills be used to illustrate it. This should be run in the paper prior to or during the showing of "Beauty And The Boss."

To make this tie-up more effective, you should announce on your screen that through the courtesy of "Screen Romances" the "Daily Star" will run the story of "Beauty And The Boss" in its columns. Give the date of publication as well as your playdate. This announcement could be in the form of a trailer at the end of the regular trailer for this picture. Running the story in your newspaper without credit to "Screen Romances" is strictly prohibited.

Cash In On Se-Ling Tie-Ups

Ten thousand distributors of Se-Ling hosiery have agreed to cooperate with all exhibitors playing "Beauty And The Boss" in which Marian Marsh wears Se-Ling hosiery.

See your local Se-Ling distributor and you both will be able to work out ideas and stunts that will be of mutual benefit. All Se-Ling distributors know of this arrangement and have been supplied with accessories to aid in promoting it.

Arrange for window displays. Make cutouts of Marian Marsh for the center of the window. Dress up the display with stills. Use the window card supplied by Se-Ling to their distributors. If you run a contest of any kind use Se-Ling hosiery one of the prizes. Have the merchant insert a herald on each pair of Se-Ling hose he sells. You'll find Se-Ling distributors more than willing to cooperate with you on a reciprocity basis.

For further information on this tie-up write to Walter T. Fred Hosiery Mills, Nashville, Tenn., for complete details and press sheet. Once you have established contact with local merchants you can use it again for the exploitation of Warner Bros. and First National pictures which feature other stars in this tremendous tie-up.

Beauty Parlor Tie-Ups

Exhibitors everywhere have found it mighty profitable to tie up with beauty parlors. "Beauty And The Boss" is right up that alley.

There is more word-of-mouth advertising done in beauty parlors than in any other shops in existence. Get the operators to talk about your attraction and you've got more advertising than money can buy.

Tie up with them. Use their windows. Insert cards with the following copy in connection with two heads of Marian Marsh, one showing her as the ugly duckling and one as the "beauty"—

(Still of Marian Marsh before beauty treatment)

Don't Be Like This!

(Still of Marian Marsh as beauty)

BE LIKE THIS!

Let us show you how to be your prettiest! then see

"BEAUTY AND THE BOSS"

with

Marian Marsh Warren William

at the

STRAND

It might be a good idea to invite a few of the more important beauty parlor operators to your first showing of "Beauty And The Boss."

Throwaway

The following copy is suggested for a novel throwaway. Best distribution for it would be in homes, department stores, ladies' specialty shops—for it is devised solely for women. It should be printed locally on a small card. Thumbnail cuts of Marsh—with costume make-up and without—might be used.

Girls—Beauty Culture Course—Free

This card, presented at the . . . Theatre, together with the regular admission fee, entitles you to not only two hours of perfect entertainment but to receive expert advice on how to make yourself most alluring . . . Marian Marsh herself gives professional demonstrations on the art of make-up, clothes and getting her man in the sparkling, saucy, laugh-filled comedy, "Beauty And The Boss."

Mlle. Marsh—Beautician

SEE THE SPECIAL NOVELTY HERALD AT YOUR EXCHANGE

Are You A STENOGRAPHER?

If you are, the Evening Gazette and the Strand Theatre invite you to be their guests at a 6.30 a.m. showing of

BEAUTY and the BOSS

A Warner Bros. and Vitaphone Hit

with

MARIAN MARSH

DAVID MANNERS WARREN WILLIAM

CHARLES BUTTERWORTH

and then have breakfast with us at the

EATMORE RESTAURANT FREE!

READ THE RULES: Clip the coupon at the bottom of this announcement. Fill it in completely, giving your name and address and the name and address of your employer. Take it to the box office of the Strand Theatre tomorrow morning before 6:30 a. m. and you will be admitted free to see "Beauty and the Boss," with Marian Marsh. After you've had the time of your life with "Beauty and the Boss" you'll go right across the street to the Eatmore Restaurant and have some doughnuts and coffee. You'll have plenty of time to be at work at 8:30. The whole party is on the house.

Name _____

Address _____

Employer _____

The above stunt is self explanatory. It's a great gag for all concerned, especially the newspaper, because they have to buy the paper to get the coupon. The restaurant gets a plug and so does your theatre and show. If you go into this stunt insist upon a three-day advance and one-day follow-up story from the editor. It's been done a few times in the past and has proven tremendously successful.

Sell This Picture On The Romantic And Not The Business Angle!

Okay to cover the business schools, office buildings, commercial houses with the business angle, but for general distribution base your appeal on the romance! Play up **ONLY** romance in your lobby and newspaper ads.

Commercial Tie-Ups on Marian Marsh

**JANTZEN KNITTING
MILLS**
Portland, Ore.
LUX TOILET SOAP
Cambridge, Mass.
SE-LING HOSIERY
Walter T. Fred Hosiery Mills
Nashville, Tenn.

Lobby

There are a number of things you can do to dress up your lobby and provoke interest.

The one-sheet, with a head of Marsh, surrounded by admirers' heads, may be cut out, mounted, and all the heads fastened to a spider's web, with Marsh in the centre. The web is easily constructed from either cord or rubber cement that has been drawn out. Another approach would be to set the Marsh head on a large beaverboard candle, attach wings to the other heads and dangle them from the lobby ceiling or wall brackets. Display this prominently.

The six-sheet, with the title transposed to the bottom, makes an effective cut-out to mount on your marquee.

You can make your lobby sell the picture on the "transformation" slant with the use of gaily colored imprint pennants or burgees featuring "She Had 'It' But She Hid It!" alternating them with blown up heads of Marsh, au naturel, on one side, and on the other a head of her in her costume make-up.

This can be carried a step further—smart looking store window mannequins, one draped with battered clothes similar in general appearance to Marsh's costume, the other hung with the most chic evening gown obtainable. Label them "Before" and "After."

Coiffure Show Will Make Hit

Here's a stunt for your stage that's practical, dignified, and in keeping with the general atmosphere of "Beauty And The Boss," which treats with the transformation of an ugly duckling into a swan.

Spring Flower Festival Lends Added Interest

Most exhibitors will play "Beauty And The Boss" during April and May, an opportune time to stage a Spring Flower Show.

Conduct your Flower Festival in the form of a contest, offering prizes for the best home cultivated flowers. Exhibit them in your lobby with identifying numbers and arrange to have each ticket purchased good for ten votes. Not only will contestants and their friends purchase tickets but you'll convert your lobby into a flower garden. Donate flowers to hospitals and charitable institutions for additional publicity. Give prizes in pass form and in a bouquet from local florist tied in. You'll find the show will bring in interest and profits.

"Beauty And The Boss" admirably fits into such a scheme of things for it ties right in with your local florist. Listed under "Local Tie-Ups" are stills suggested for florists. In them Warren William wears a gardenia. You can suggest slogans to your florist, such as "A flower in your buttonhole will appeal to that Beauty—but a bouquet for her is sure-fire," or "Say it with flowers—and take your girl to see 'Beauty And The Boss.'"

The proof of its practicability is the huge success the show was at the Irving Theatre, Wilkes-Barre, Pa., where it was used by Manager Fred V. Greene, Jr.

Arrangements were made with a leading beauty parlor of the town to stage a hair-dressing show in which fifteen models took part, each demonstrating a different coiffure. The entire presentation took only eight minutes. This is how it was staged:

The show opened with an overture after which the Madame made a brief introduction on the apron. The stage set was an upright piece with an oval opening just large enough to disclose the upper portion of the girl's body, the girl standing on a platform. The traveler was fastened just above the frame which was backed with a set piece and then the lower corners were pulled back making a V-opening, or rather an inverted V-opening—disclosing the girl with two stage spots as well as the booth spot on her. Each model was given a thirty-second introduction by her employer, in the middle of which the traveler opened and the model slowly turned around.

GET INTO THE SWIM!

WARNER BROS.

AND

JANTZEN KNITTING MILLS

Get Together Again for

YOUR BENEFIT

The Jantzen tie-up for 1932 is bigger than ever before!

More accessories! More promotion! More help in the field!

Marian Marsh and a dozen other Warner stars, and First National players are in the tie-up.

Beautiful enlarged stills of Marian Marsh may be secured from your local Jantzen dealer. If he has not received them have him immediately communicate with the factory. Put them in your lobby. Use them as the center display in a window tie-up with your local Jantzen dealer. Spot them at the back of your theatre.

See your local Jantzen dealer now. Make preparations for the most sensational advertising and exploitation backing any tie-up ever had. Get into the big exploitation swim!

For complete details watch for trade paper announcement or write to Jantzen Knitting Mills, Portland, Oregon.

CATCHLINES

- She hid "It" but she hid it!
* * *
- I did a lot of night work—but she finally made good—at being "bad"!
* * *
- She earned clothes make the woman—before woman "makes" the man!
* * *
- Cinderella studies how to be a siren in her spare time!
* * *
- She goes from paper cuffs to decollete, from note pads to night clubs!
* * *
- She learned her love lessons from her boy friend and girl friends!
* * *
- Even a little garment has a meaning of its own!
* * *
- Story of a little church mouse who went to work on a "cheese"!
* * *
- She ever made a mistake in figures—until it came her own!

DOUBLE-ACTION THROWAWAYS

For Men Only

(Don't show this to your wife or sweetheart)

LOOK INSIDE

The above is copy for the outside of the envelope. Hand one to every man that comes INTO the theatre.

For Women Only

(Don't show this to your husband or sweetheart)

LOOK INSIDE

The above is copy for the women's envelope. Hand one to each woman as she LEAVES the theatre.

DEAR FRIEND:

If you are—or were—a private secretary, we dare you to bring your husband or sweetheart to see "Beauty and the Boss," which we will show beginning next . . . It tells EVERYTHING!

The above copy is for the card to be inserted into the woman's envelope. It can be changed and adapted to a message for men. Hand one to each man as he enters the theatre and one to each woman as she leaves the theatre, or vice versa. Don't give them both out at the same time.

"Dress-Up Week"

May be promoted with "Beauty Week." Certainly there was never a better chance than the present, what with the entire clothing industry crying about hard times, offering extraordinary values, having sale after sale. Sound out a few department stores and exclusive specialty shops. For gown stills there are any

number on Marsh and Mary Doran.

For other window and counter displays the following stills are recommended:

Stationers'—memo pads, desk equipment, address books, etc.—Nos. 1, 3, 6, 13, 14, 25, 90.

Perfumers'—No. 35, Publicity C (Marsh).

Lingerie Shops—Nos. 65, 66.

Florists'—Nos. 207, 208, 211.

**WARNER BROS. GIVE EXHIBITORS
THE SMARTEST BILL-POSTING
IDEA IN EXPLOITATION HISTORY**

Here's the newest and smartest effective bill-posting idea to hit motion picture exploitation circles—*post one-sheets, three-sheets and six-sheets on the sides of delivery trucks, moving vans, and every kind of available truck with a flat side.* Any exhibitor in any city can make use of this idea.

You can tie up your local commercial concerns for this purpose with ease. If an exchange of passes for side-of-truck space doesn't do the trick, a slide for them on the screen will. And your only expense is for frame lumber.

Go out for this type of exploitation *right now.* Line up every possible truck in town as a traveling advertisement for the showing of "Beauty and the Boss." You may even be able to arrange for a parade of the trucks through the streets at the hours when most people are shopping.

Aside from the direct advertising benefits to be derived from this method of bill-posting, you will derive the valuable benefits of worthwhile contacts with your local merchants. You'll show them how it benefits them to play ball with their exhibitor. After that, special favors of a reciprocal nature will come easily.

And here's a motto to remember:

Better Bill-Posting Means Better Business

**AUTOGRAPHED
PHOTO**



MARIAN MARSH
\$7.50 per thousand

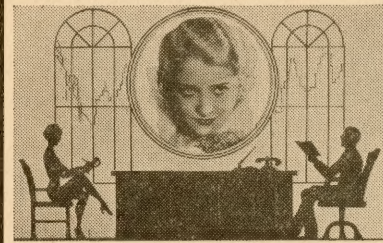
Imitation autographed photograph of Marian Marsh. Excellent business builder. Give them on matinees. Imprint the back with copy on "Beauty And The Boss." \$7.50 per thousand. Cash with order or shipped C.O.D.

Order Direct from

**GORDON-BAKER
PRINTING CO.**

142 West 24th Street, New York

**COLORTONE
EFFECT**



Make your screen presentation artistic and colorful with this atmospheric effect, elaborately colored, beautifully created.

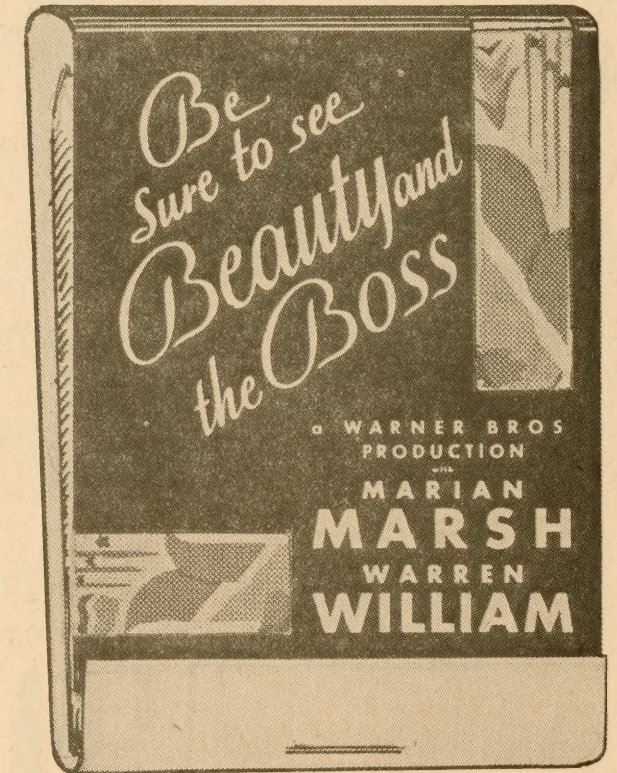
4x5—Colored positive only...\$2.00
Set (positive and negative) 3.00
3 1/4 x 4—Colored positive
only 1.50
Set (positive and negative) 2.25

Order by No. N 217

NATIONAL STUDIOS, Inc.
226 West 56th St., New York

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

**Feminine Cosmetic Novelty
a "Natural" for this Picture**



TURN THIS OVER TO YOUR LOCAL FASHION EDITOR



Cut No. 5 Cut 45c Mat 15c

Description

Lovely Marian Marsh, Warner Bros. youngest star, who will be seen at the . . . Theatre next . . . in "Beauty And The Boss," has solved the Week End Mystery of "What To Wear."

She suggests the smart riding habit on the left for equestrian wear. The breeches are sand colored, the coat black suede flannel, the hat black stiffened felt. The boots match and the white scarf with red polka dots adds a sporty touch.

In the center Marian wears a sport costume for afternoon wear. The skirt is white basket weave wool, so popular this season, while the sweater is crimson colored angora trimmed in the same material as the skirt. The hat likewise is of the basket weave cloth and gives the appearance of a pancake beret. Black and white sport shoes complete the costume.

Marian does not forget that on a week end an evening dress is an absolute necessity. Here is the model she chooses. It is of wonderful green shadow crepe. The square neck is caught in the corners by rhinestone clips, with the rhinestone buckle of the same design. The shoes are thin summer suede in a lighter green.

Throwaway Novelty



The above throwaway is a miniature reproduction of a typewriter printed on good cardboard stock. A piece of paper bearing catchy copy, your theatre name and playdate is included, making for an eye-catching throwaway. Prices complete:

1000\$7.50 per M
3000 6.00 per M
5000 5.00 per M

Order direct from
EXPLOITATION PRINTERS
20 West 22nd Street
New York City

NAILWITE PACKETS

500 (minimum order).....\$5.00
1000-5000 8.50 per M including imprint
5000 or over..... 8.25 per M including imprint

Same size and packing as paper matches. Title and names of stars on the front cover. Back cover left blank for your imprint. A novelty that not only advertises your show, but builds good will. As good as any gift you can give the ladies.

Give them out on matinees. Or buy a lot and distribute them instead of your usual throwaway. So cheap, you can buy a lot.

Tie up with beauty parlors. Give them a supply for their patrons in return for window space.

Nailwite packets are something new. Soon shops throughout the country will be selling them at 10c to 25c each. Be the first in your town to use them.

Order Direct from

Individual Cosmetics Corp.

38 West 32nd Street
New York City

ACCESSORIES THAT SELL!

SPOT THEM
WIDELY and WISELY

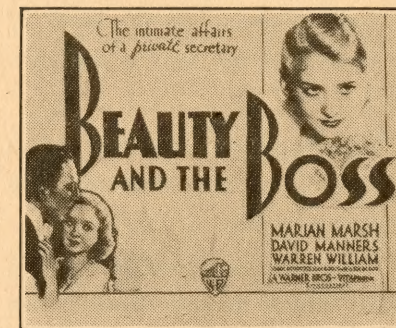


24 SHEET

Here's poster art at its best! Beautifully colored and attention-getting! Title is in blue with light blue outline. Billing is in light blue. Catch-line is orange. Heads are in full, natural color. Let this twenty-four-sheet work for you!



ONE SHEET



SLIDE



WINDOW CARD

HERE'S AN IDEA!

Widen your sheet-posting activity to trucks and delivery wagons. They form an easily obtained outlet and a permanent traveling advertisement. Line up a dozen merchants to permit you to place one-sheet and three-sheet frames on their trucks.

This is the newest bill-posting method—and it works!

See Exploitation page for full details

USE THE OFFICIAL WARNER BROS. SEAT-SELLING TRAILER on "BEAUTY and THE BOSS"



SIX SHEET



INSERT CARD



THREE SHEET

Order Blank ACCESSORIES "BEAUTY AND THE BOSS"

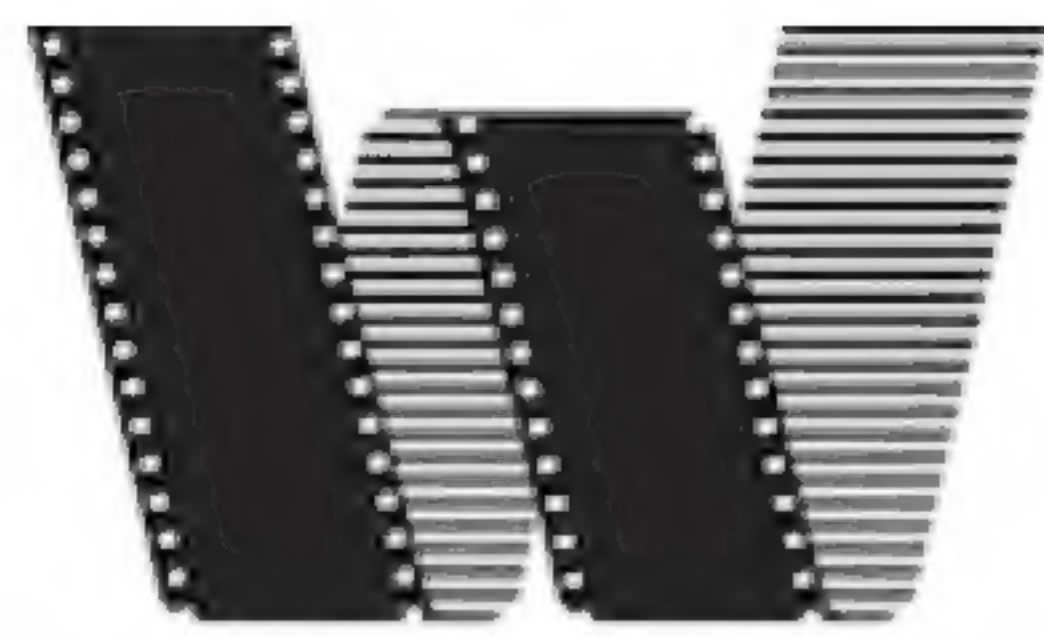
Send to
Manager.....
Theatre.....
City.....

	POSTERS	AMOUNT
1-sheets @ 15c each (1 to 50)	
@ 13c each (51 to 100)	
@ 11c each (Over 100)	
3-sheets @ 40c each (1 to 25)	
@ 36c each (Over 25)	
6-sheets @ 75c each (1 to 10)	
@ 70c each (11 to 20)	
@ 65c each (Over 20)	
24-sheets @ \$2.00 each (Up to 25)	
@ 1.75 each (Over 25)	
WINDOW CARDS		
@ 7c each (1 to 50)	
@ 6c each (51 to 100)	
@ 5½c each (Over 100)	
INSERT CARDS		
@ 25c each (1 to 25)	
@ 22c each (26 to 50)	
@ 20c each (51 to 100)	
@ 18c each (Over 100)	
HERALDS		
M @ \$3.00 per M (1M to 5M)	
M @ 2.75 per M (Over 5M)	
PHOTOS		
Set 11 x 14s @ 75c per set (8 in set — colored)	
Set 22 x 28s @ 80c per set (2 in set — colored)	
Slides @ 15c each	
Stills @ 10c each	
Merchandising plans	(Gratis)
Music cues	(Gratis)

TOTAL.....

MAIL IMMEDIATELY TO YOUR LOCAL WARNER BROS. EXCHANGE

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Richard Koszarski.**



WISCONSIN CENTER
FOR FILM & THEATER RESEARCH

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org